	RIS	þ	4
	CREDIT	HADDIA	C T \T\T\T\T\T
6686-	AGENCY		
REP: TEL# 703-516-9399	CREDIT ADVISORY: AGENCY CREDIT RISI	ORDER WORKSHEET	
		772	
	; ;	1.K.F.#	REV #1
	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	1 2 1 1	3# 1: UNAPPROVED REV #1 SSS
	DED HOS	1 4 :	SSS MOD
	μ	1 '	.,

FAX# 703-516-9680 ISK !!! EPORT FROM REP **CHANGES**

SEP10/12 15.23 *** WFSB-TV ***

15.23 # DATE SEP10/12 SALESMAN REGIONAL (H) HEATHER UTTLEY BUYER NAME ANNE BRAUNSCHEIDEL LOCAL OFF.# SALES PRSN WA-CLASS: NATL. 及氏尸,# INVOICE) CO-OP BILLING NEEDED ORDER, 306 SUITE UZH (LINE, ADV. NAME POLI/L MCMAHON/R/SEN/CT SERVICES 600 FAIRMOUNT AVENUE, COMMENTS: CONTRACT # 6301258 MD 21286 MEDIA EST#1294 WK-1AGY. NAME MENTZER TOWSON, SEP10/12 TAX 4 SENATE STATE FLIGHT DATES SEP4/12 L MCMAHON TAX # PRDCT ORDER ADV # # CILX AGK

ZEROED LNS 35-37 NEW TTL 100800 PLS CFM REVISED ORDER

REP:

THANKS, MIKE FOR HEATHER CON CM

STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021 **** THIS IS A CASH IN ADVANCE SCHEDULE **** ALL

AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

IDB # 1021, TV INVOICES #9912736 LINDA MCMAHON 4 SENATE

. T.T.O.T.	SPTS	:
DAYS		
END : SPTS: WEEK :	: /WK: INVT :	
SPTS	. /WK	
END	DATE	
"	"	
START	DATE	4.
	"	1294
RATE		AGENCY EST# =
SEC :	•	14
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LGTH		II
		ODE
TIME PERIOD		AGENCY ADVERTISER CODE
		NOK 7
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况 1 4 2 3 4 4	1 1 1	
LINE#:REP CD:		

0 8 AGENCY PRODUCT CODE 500P-530P Ø 35

\$575.00

SP NEWS 6.0 5P NEWS CON COM1: Program Ra35+

0

MOM

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9/10

9/10

491772 \$\$\$ REP HEADLINE# 6301258 TRF# \$\$\$ MOD# 1: UNAPPROVED REV #1

SEP10/12 15.23 *** WFSB-TV *** FAX# 703-516-9680 -9399 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP **CHANGES** REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENORDER WORKSHEET

: LINE#:REP	FREP CD: LINE#:	TIME PERIOD	: LGTH :	SEC ::	RATE	START	END	END :SPTS: WEEK	WEEK :	DAYS	. TOT:
	8 9 8	530P-600P	30	w	\$1,500.00	9/10	9/10	0	NOM: LANT	2	SPTS:
	PROGRAM : RA35+ CON COM1:	EVE NEWS 6.0 EVE NEWS								:	,
	37 S 6	600P-630P	30	₩	\$2,100.00	9/10	9/10	0	NOM	'n	c
	PROGRAM : RA35+ : CON COM1:	EVE NEWS 7.0 EVE NEWS									
SEP/12	100800.00	00						Č		1	

100800.00

CONTRACT TOTAL TOTAL

0 WHPX WCCT 0% WCTX 28 WTIC 148 WVIT 25% WTNH 20% CABL 1% WFSB 38% MARKET TOTALS \$275,850

CABL GFSB LISTED AS ACCURATE SHARES.

BOOKS- AUG/12 DEMOS- RA35+* SVC- NSI

N-PROGRAM NAME S-COMMENTS M-MAKEGOOD Y-DAYS L-LENGTH X-LATE T-TIME DE-DELETE E-EFF DATES S-SPOTS PER WEEK C-CANCELLED R-RATE Q-PAID PGM B-BUY TYPE P-CLASS, PLAN, SECT MOD CODE A-ADD

*-MULTIPLE

CONTRACT



WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

And:

Mentzer Media Services, Inc. 600 Fairmount Avenue Suite 306 Towson, MD 21204

	Contract / Re	evision	Alt Order	#
		/	06301258	
Product				
L MCMAHON 4 SENATE				
Contract Dates	Estimate #			
09/04/12 - 09/10/12	1294			
Advertiser			Original Date	/ Revision
McMahon for Senate			09/10/12	/ 09/10/12
	Billing Cycle	Billing	<u>Calendar</u>	Cash/Trade
	EOM/EOC	Broado	Broadcast Cash	
	Station	Accou	nt Executive	Sales Office
	WFSB	Heathe	r Uttley	HRP-WASHING
	Special Hand	lling		
	Demographic			
	Adults 35+			
]		
	IDB#	Adverti	ser Code	Product Code
	1021			
	Agency Ref		Advertiser	Ref

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Туре	Spots	Amount
1 WFSB 09/04/12 09/06/12 Eyewitness News Start Date End Date Weekdays Spots/Week	6am - 6:30am	:30	NM	3	\$2,850.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -TWT 3	<u>Rate</u> \$950.00				
2 WFSB 09/07/12 09/07/12 Eyewitness News	6am - 6:30am	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	<u>Rate</u> \$400.00				
3 WFSB 09/04/12 09/06/12 Eyewitness News	12pm - 12:30PM	:30	NM	3	\$1,950.00
Week: 09/03/12	<u>Rate</u> \$650.00				
4 WFSB 09/07/12 09/07/12 Eyewitness News	12pm - 12:30PM	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	<u>Rate</u> \$250.00				
5 WFSB 09/04/12 09/06/12 Eyewitness News	5pm - 5:30pm	:30	NM	3	\$4,500.00
Week: 09/03/12	<u>Rate</u> \$1,500.00				
6 WFSB 09/07/12 09/07/12 Eyewitness News	5pm - 5:30pm	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/121 1	<u>Rate</u> \$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u> Type</u>		
1 WFSB 09/03/12-09/09/12 Eyewitness News See MG 6.2.6.3	5pm - 5:30pm	F :30 \$500.00	NM		
2 WFSB 09/08/12-09/08/12 US Open Tennis MG for 8.1.6.1	VARIOUS	Sa :30 \$500.00	NM		
3 WFSB 09/08/12-09/08/12 US Open Tennis	VARIOUS	Sa :30 \$500.00	NM		
→ MG for 8.1,6.1 → MG fo		•			
7 WFSB 09/04/12 09/06/12 Eyewitness News	5:30pm - 6pm	:30	NM	3	\$4,500.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -TWT 3	<u>Rate</u> \$1,500.00				
8 WFSB 09/07/12 09/07/12 Eyewitness News Start Date End Date Weekdays Soots/Week	5:30pm - 6pm	:30	NM	0	\$0.00
Week: 09/03/12 09/09/121 1	<u>Rate</u> \$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u> Type</u>		
1 WFSB 09/03/12-09/09/12 Eyewitness News See MG 6.2.6.3	5:30pm - 6pm	F :30 \$500.00	NM		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

	Contract / Revision	Alt Order #
	491772 /	06301258
Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	L MCMAHON 4 SENATE	1294

Advertiser Original Date / Revision 09/10/12 / 09/10/12 McMahon for Senate

	0	Spots/			
*Line Ch Start Date End Date Description 9 WFSB 09/04/12 09/06/12 Eyewitness News Start Date End Date Weekdays Spots/Week	Start/End Time 6pm - 6:30pm Rate	Days Length Week Rate :30	Type S NM	Spots 3	Amount \$6,300.00
Week: 09/03/12 09/09/12 -TwT 3 10 WFSB 09/07/12 09/07/12 Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	\$2,100.00 6pm - 6:30pm <u>Rate</u> \$600.00	:30	NM	1	\$600.00
11 WFSB 09/04/12 09/06/12 Inside Edition Start Date	7pm - 7:30pm <u>Rate</u> \$1,200.00	:30	NM	3	\$3,600.00
12 WFSB 09/07/12 09/07/12 Inside Edition <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/121 1	7pm - 7:30pm <u>Rate</u> \$425.00	:30	NM	1	\$425.00
13 WFSB 09/04/12 09/06/12 Entertainment Tonight <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -TWT 3	7:30pm - 8pm <u>Rate</u> \$1,200.00	:30	NM	3	\$3,600.00
14 WFSB 09/07/12 09/07/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	7:30pm - 8pm <u>Rate</u> \$425.00	:30	NM	1	\$425.00
15 WFSB 09/04/12 09/06/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -TWT 3	.5:30a - 6am <u>Rate</u> \$700.00	:30	NM	3	\$2,100.00
16 WFSB 09/07/12 09/07/12 Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	5:30a - 6am <u>Rate</u> \$250.00	:30	NM	1	\$250.00
17 WFSB 09/04/12 09/06/12 Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -TwT 3	11PM - 11:35PM <u>Rate</u> \$1,200.00	:30	MM	3	\$3,600.00
18 WFSB 09/07/12 09/09/12 Eyewitness News Start Date End Date Weekdays SpotsWeek Week: 09/03/12 09/09/12 FSS 3	11PM - 11:35PM <u>Rate</u> \$500.00	:30	NM	3	\$1,500.00
19 WFSB 09/04/12 09/04/12 National Convention <u>Start Date End Date Weekdays SpotsWeek</u> Week: 09/03/12 09/09/12 -1 1	10pm-11pm <u>Rate</u> \$4,500.00	:30	MM	1	\$4,500.00
20 WFSB 09/05/12 09/05/12 Criminal Minds Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	9pm - 10pm <u>Rate</u> \$6,500.00	:30	NM	1	\$6,500.00
21 WFSB 09/05/12 09/05/12 National Convention Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	10pm-11pm <u>Rate</u> \$4,500.00	:30	NM	6	\$4,500.00

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stall on the amount of any bills rendered by stall on within the time specified and until payment in full is received by stall on. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to stall on. Stall on will not be bound by conditions, printed or olherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

	Contract / Revision	Alt Order #	٦
	491772 /	06301258	ı
Contract Dates	Product	Estimate #	7
09/04/12 - 09/10/12	L MCMAHON 4 SENA	TE1294	

Advertiser	Original Date / Revision
McMahon for Senate	09/10/12 / 09/10/12

*Line Ch Start Date End Date Description	Start/End Time	•	oots/ eek Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				, who are
Spot Ch Date Range Description	Start/End Time	Weekdays Length		<u>Туре</u>	
1 WFSB 09/03/12-09/09/12 National Convention See MG 21.2,21.3,21.4,21.5,21.6,21.7	10pm-11pm	W: :30	\$4 ,500.00	NM	
2 WFSB 09/10/12-09/10/12 Mike & Molly MG for 21.1 09/05	9pm - 10pm	м:30	\$2,000.00	NM	
3 WFSB 09/09/12-09/09/12 US Open Tennis MG for 21.1 09/05	VARIOUS	St :30	\$700.00	NM	
4 WFSB 09/09/12-09/09/12 US Open Tennis MG for 21.1 09/05	VARIOUS	St :30	\$700.00	NM	
5 WFSB 09/09/12-09/09/12 US Open Tennis	VARIOUS	st :30	\$700.00	NM	
6 WFSB 09/10/12-09/10/12 CBS: THE EARLY SHOW MG for 21.1 09/05	7am - 9am	м :30	\$200.00	NM	
7 WFSB 09/10/12-09/10/12 CBS: THE EARLY SHOW MG for 21.1 09/05	7am - 9am	M: :30	\$200.00	NM	
22 WFSB 09/06/12 09/06/12 National Convention	10pm-11pm	:30		NM 1	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/121 1	Rate \$4,500.00	.00		i vivi	54,500.00
23 WFSB 09/07/12 09/07/12 CSI: Ny	9pm - 10pm	:30		NM 1	\$800.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	<u>Rate</u> \$800.00				
24 WFSB 09/08/12 09/08/12 Eyewitness News Weekend Start Date End Date Weekdays Spots/Week	6am - 7am Rate	:30		NM 2	\$700.00
Week: 09/03/12	\$350.00				
25 WFSB 09/08/12 09/08/12 Eyewitness News Start Date End Date Weekdays Spots/Week	6pm - 6:30pm Rate	:30		NM 1	\$700.00
Week: 09/03/12 09/09/121- 1	\$700.00	****	****		
26 WFSB 09/08/12 09/08/12 48 Hours Mystery Start Date End Date Weekdays Spots/Week	9pm - 10pm Rate	:30		NM 2	\$1,400.00
Week: 09/03/12 09/09/122- 2	\$700.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
1 WFSB 09/03/12-09/09/12 48 Hours Mystery See MG 26.3,26.4	9 <i>pm - 10pm</i>	Sa :30	\$700.00	NM	
2 WFSB 09/03/12-09/09/12 48 Hours Myslery See MG 26.3.26.4	9 <i>pm - 10pm</i>	sa :30	\$700.00	NM	
3 WFSB 09/08/12-09/08/12 US Open Tennis	VARIOUS	Sa :30	\$700.00	NM	
MG for 26.1,26.2 4 WFSB 09/08/12-09/08/12 US Open Tennis	VARIOUS	sa :30	\$700.00	NM	
⊕ MG for 26.1,26.2					
27 WFSB 09/08/12 09/08/12 48 Hours Mystery Start Date End Date Weekdays Spots/Week	10pm - 11pm <u>Rate</u>	:30		NM 2	\$1,400.00
Week: 09/03/12 09/09/122- 2	\$700.00				
28 WFSB 09/09/12 09/09/12 Face the Nation/ Face the Str		:30		NM 1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 1 1	<u>Rate</u> \$350.00				
	1:00pm - 7:00pm	:30	7 04.00	NM 3	\$19,500.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 3 3	<u>Rate</u> \$6,500.00				
30 WFSB 09/09/12 09/09/12 60 Minutes 7 Start Date End Date Weekdays Spots/Week	pm - 8pm Rate	:30		NM 1	\$7,200.00
Start Date Flid Date AAGGVOAAS ShotsiAAGGV	Nate			ŧ	

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09/10/12

/ 09/10/12



WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

Contract / Revision Alt Order # 491772 06301258 Contract Dates Product Estimate # 09/04/12 - 09/10/12 L MCMAHON 4 SENATE1294 Advertiser Original Date / Revision

*Line Ch Start Date End D	Date Description	Start/End Time		ots/ eek Rate	Type	Spots	Amount
Start Date End Date Week: 09/03/12 09/09/12	Weekdays Spots/Week	Rate \$7,200.00				ĺ	
31 WFSB 09/09/12 09/09/ Start Date End Date Week: 09/03/12 09/09/12	12 Good Wife Weekdays Spots/Week	9pm - 10pm	:30		NM	2	\$2,400.00
32 WFSB 09/09/12 09/09/	12 Mentalist <u>Weekdays</u> <u>Spots/Week</u> 2 2	10pm - 11pm <u>Rate</u> \$1,200.00	:30		NM	2	\$2,400.00
33 WFSB 09/10/12 09/10/ <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	12 Eyewitness News <u>Weekdays</u> <u>Spots/Week</u> 1 1	6am - 6:30am <u>Rate</u> \$400.00	:30		NM	1	\$400.00
34 WFSB 09/10/12 09/10/ <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	12 Eyewitness News <u>Weekdays</u> <u>Spots/Week</u> 1 1	12pm - 12:30PM <u>Rate</u> \$600.00	:30		NM	1	\$600.00
N 35 WFSB 09/10/12 09/10/1 <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	12 Eyewitness News <u>Weekdays</u> <u>Spots/Week</u> 1 1	5pm - 5:30pm <u>Rate</u> \$575.00	:30		NM	0	\$0.00
Spot Ch	Description //12 Eyewitness News	Start/End Time 5pm - 5:30pm	Weekdays Length M::30	<u>Rate</u> \$575.00	Type NM		
N 36 WFSB 09/10/12 09/10/1 <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	2 Eyewitness News Weekdays Spots/Week 1 1	5:30pm - 6pm <u>Rate</u> \$1,500.00	:30		NM	0	\$0.00
<u>Spot Ch Date Range</u> 1 WFSB 09/10/12-09/16/ Credited	<u>Description</u> 12 Eyewitness News	Start/End Time 5:30pm - 6pm	Weekdays Length M:30	<u>Rate</u> \$1,500.00	<u>Type</u> <i>NM</i>		
N 37 WFSB 09/10/12 09/10/1 <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	2 Eyewitness News Weekdays Spots/Week 1 1	6pm - 6:30pm <u>Rate</u> \$2,100.00	:30		NM	0	\$0.00
Spot Ch <u>Date Range</u> 1 WFSB 09/10/12-09/16/ Credited	<u>Description</u> 12 Eyewitness News	Start/End Time 6pm - 6:30pm	Weekdays Length M:30	<u>Rate</u> \$2,100.00	<u>Type</u> <i>NM</i>		
38 WFSB 09/10/12 09/10/12 <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	2 Inside Edition <u>Weekdays</u> <u>Spots/Week</u> 1 1	7pm - 7:30pm <u>Rate</u> \$500.00	:30		NM	1	\$500.00
39 WFSB 09/10/12 09/10/12 <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	2 Entertainment Tonight Weekdays Spots/Week 1 1	7:30pm - 8pm <u>Rate</u> \$500.00	:30		ММ	1	\$500.00
40 WFSB 09/10/12 09/10/12 <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	•	5:30a - 6am <u>Rate</u> \$600.00	:30		NM	1	\$600.00
41 WFSB 09/10/12 09/10/12 <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	P. Eyewitness News Weekdays Spots/Week 1 1	11PM - 11:35PM Rate \$500.00	:30		NM	1	\$500.00
42 WFSB 09/10/12 09/10/12 <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	Hawaii 5-0 Weekdays Spots/Week 2 2	10pm - 11pm <u>Rate</u> \$1,500.00	:30		NM	2	\$3,000.00
			To	tals		72	\$100,800.00

McMahon for Senate

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WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

	Contract / Revision 491772 /	Alt Order # 06301258
Contract Dates 09/04/12 - 09/10/12	Product L MCMAHON 4 SENAT	Estimate # E1294
Advertiser McMahon for Senate	1	inal Date / Revision /10/12 / 09/10/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/10/12	72	\$100,800.00	\$85,680.00
Totals	72	\$100,800.00	\$85,680.00

Signature: D	Date:
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